PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y 10017

TO: Michelle Browning/CCX DATE: May 8, 1987

FROM: Liz Weisser

SUBJECT: Merit Blind Tape Overlay

As discussed earlier today, you will be receiving a tape from Winona of 3000 competitive brand smokers names/ addresses from Week 3 of the Merit Blind promotion.

We need for you to attached Brand name to these to determine if PM brand smokers were included in this group.

As soon as you receive this tape would you please provide me with a time-frame and cost for this conversion. I will need for you to supply me with hard copy of the names/ addresses with the smokers brand name attached.

Thanks.

cc: K. Altenberg
D. Mackey
K. Eisen
A. Krut
J. Scully

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